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A MONTHLY MAGAZINE FOR THE RETAILER

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The Cigar Store Magazine Co., 50 Times Building, New York.

Entered at New York Post Office as second-class mail matter.

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CUSTOMERS
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FOR

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5c. Cigar.

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The Metropolitan Tobacco Co., the largest wholesale tobacconists in America, after months of investigation as to the merits of all the leading brands, decided to accept the New York Agency for the Geo. W. Childs.

HARBURGER, HOMAN & CO.,

NEW YORK.

PHILADELPHIA.



The Cigar Store Magazine.

CONTENTS FOR DECEMBER, 1899.

	PAGE.		PAGE.
Cuban Tobacco	67	A Smoker's Character	83
Pipes and Smokers' Articles (Illustrated)	71	Matches in Mexico	84
Swindles in Smokes	74	Tobacco's Redeeming Features	84
Should Women Smoke?	74	Cigarettes Less Used	85
Window Dressing and Store Advertising (Illustrated)	75	Presidents As Smokers	90
A Fable in Slang	77	A Tobacco Chewing Horse	92
Science and Tobacco	79		
EDITORIAL: Sold to Trust—Use of Stickers—Smuggled (?) Cigars—Match Habit—High License	80	WITH THE TRADE:	
My Faithful Old Briarwood (Poem)	81	Metropolitan Meanderings	82
Queries Answered	81	St. Louis Scintillations	83
What Others Say	81	Havana Happenings	84
		Buffalo Briefs	85
		Philadelphia Pencillings	85
		Chicago Chatterings	86
		Cincinnati Cullings	86
		Miscellaneous Musings	87

IMPORTANT NOTICE.

We desire all retailers throughout the country to never lose sight of the fact that **THE CIGAR STORE MAGAZINE** is issued solely in their interest, and that we shall always be glad to publish letters, communications, etc., from Retailers, Consumers, Jobbers, Manufacturers, or others, on matters of interest or value to *The Man Behind the Counter*. Let us hear from you with any suggestions, criticisms, complaints, ideas for signs, etc., good stories, humorous or otherwise, which are always acceptable.

All are invited to discuss and talk matters over through our columns, and we ask you to make yourself thoroughly at home in **THE CIGAR STORE MAGAZINE**. Let us hear from you.

THE CIGAR STORE MAGAZINE CO.

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THE CIGAR STORE

A MONTHLY MAGAZINE FOR THE RETAILER.

VOL. III.

NEW YORK, DECEMBER, 1899.

No. 3.

CUBAN TOBACCO.

AS everybody knows, the knowledge of tobacco first came to the world from the Caribbean Archipelago—some authorities say from Cuba, others from the near-by island of Tobago, whence the weed derived its name. At any rate, history is explicit on the point that in 1492 Columbus sent out a party from the caravels of his first expedition to explore Cuba, and the men brought back an aromatic herb called "tobacco," which they found the Indians using. The aboriginal method was to burn the weed over fires, inhaling the fumes thereof through V-shaped tubes, the two points of the pipe inserted in the nostrils of the smoker, the other end held close to the fire. About the same time Spaniards on the coast of South America reported that the natives there were chewing tobacco, masticating but not swallowing the leaves; and a Franciscan friar who accompanied Columbus on his second voyage to Cuba described the habit of snuff-taking—how the Indians dried and pulverized the weed and then "drew it up untoe the Nose with distressful sneezing." Meanwhile Cortez in Mexico was making similar discoveries—only the Aztecs called their plant *hyciell* and considered it the sacred emblem of the goddess Chihuacohuatl, or human serpent. In Mexican mythology this divinity was the first mother of children, the Aztec Eve, and in the legends concerning her one may trace resemblance to our own erring ancestress who brought

the race of men to grief through disobedience. As the American continent was further explored, it became evident that everywhere the consumption of tobacco, especially by smoking, was a universal and immemorial usage among the tribes of the Western Hemisphere, in many cases connected with the most solemn religious ceremonies.

Though tobacco grows best in the now famous Vuelto Abajo of Cuba, the neighborhood of Havana claims the distinction of the first plantations, established by the Spaniards about the middle of the sixteenth century. The industry soon grew to such magnitude that the Crown claimed the monopoly, and kept it until the recent war. From the first, the "pipe of peace" in Cuba has been a promoter of insurrections. During the previous century at least three revolutions grew out of the visits of the Crown inspector, who annually made the rounds of the plantations, to fix the price upon the crops and see to it that Spain got the ultimate drop of blood-money. Sometimes the tobacco growers refused to accept the offered terms and like the strikers of modern times would not allow others to do what they, themselves, declined, destroying the crops of those who acceded to Spain's demands; and then Spanish soldiers took a hand in the proceedings, killing a few of the malcontents and deporting others to African prisons.

The Spanish government constructed the first Real Fabrica de Tobacas

(Royal Tobacco-factory) in Havana, in 1761 — the great wooden building on the bay, just south of the arsenal, which has since served as a military hospital. Tobacco farms are known as vegas, and when the late war began there were upwards of fifteen thousand of them in Cuba, the crop of the Vuelta Abajo alone worth an annual average of thirty million dollars. The best vegas lie on the sandy-soiled margins of rivers, or in other low, moist localities. One caballeria of land (about thirty-three acres), is the rule, half of it devoted to raising boniatas and platanos — Cuban sweet potatoes and bananas, the workmen's staff of life. The owner or tenant of the tobacco-farm is called the "veguero," and his dwelling-house the "casa de vivienda." There must also be a drying-house, some mule and cattle sheds, and the straw-thatched "bohios," or huts, of the laborers. The latter are usually negroes or mulattoes, an average of forty to the caballeria, under direction of a "mayoral," or overseer. As everybody cannot keep a hotel, and choruses are born, not made — so it requires special talent to be a successful tobacco grower. The majority of foreigners who undertake it in Cuba, if they do not actually come to grief, attain small measure of success. The Cuban vegueros claim that their genius for picking tobacco properly is an hereditary gift with which no acquired skill can compete. Their fingers seem to know by instinct just which buds must be nipped off and leaves cut, to regulate the height of the plants and the strength or mildness of the tobacco. The "genus nicotiana," "cohiba," or whatever the tobacco-plant is called — and it rejoices under a variety of names — attains a height of six to nine feet, and is covered with wide, rough leaves of a dingy green. The tobacco is stronger when few leaves are permitted to grow, twelve being the average allowed to a good plant. The flowers — some dull pink, others greenish-yellow, indicating different species —

have an acrid, disagreeable smell; and one is rarely fortunate who does not return from a tour of his vega covered with the parasites that infest the plants.

Cubans divide the leaves into four classes; first the *desecho limpio*, young, thrifty leaves near the top of the plant, which are the best because they have come directly under the influence of sun and dew. The second class *desechito* grows next below, while the third, or *libre*, includes the smaller and defaced leaves. The fourth, or *injuriado*, are those growing nearest the root, sure to be stained by the soil and more or less eaten by worms and insects. In each of the above-mentioned classes there are again several grades, all with names somewhat longer than the leaf, such as *injuriado de reposo* (injured leaves that have been restored) *descechúoes segundos*, etc. The trade distinguishes these grades and classes by numbers, which to the expert suggest the names. Connoisseurs readily distinguish the choice qualities when dried, and even in many cases the vegas which produced them, by their tints of rich brown and freedom from discoloration. The test of the finest is in the smoking; cigars made from it burn freely, with a white ash which will remain intact at the end until "the weed" is half consumed.

A thirty-three acre vega should produce ten thousand pounds of tobacco a year, of which five hundred pounds may be *desecho*, or best. Probably two thousand pounds are *desechito*, or second; three thousand *libre*, and so on. It is impossible to estimate the profit, because the price per bale varies from forty to four hundred dollars, according to the class of leaf and the reputation of the vega. Some years, too, the pests that infest the plant make sad havoc, and at best the veguero's life is spent in a warfare that knows no truce. The Psalmist may have had the Cuban vivijagua in mind when he advised the sluggard to go to the ant, consider her ways and be wise. Certainly the huge native

ant, the vivijagua, is the most industrious thing in this lazy land of tomorrow. It is to tobacco what the locust is to wheat, only a hundred times more so. When its visitations assume the proportions of a plague, the Cuban way of checking it is to go in solemn procession to the nearest church and implore the kindly assistance of San Marcial, who is known to be the special patron of the vegueroes. When that fails, as truth compels us to admit it has been known to do, cremation is the last resort, and that unfortunately destroys the plant as well as its pest, for the eggs in the soil must be sterilized. When the planter has watched his tobacco grow up to sturdy plants six or eight feet high, it is discouraging, to say the least, to see them suddenly droop and fade. He cuts into the stems of a few of them, several inches above the ground, and finds a fragile lace-work of fibre where healthy cells full of sap should be—the work of the industrious and tasteful vivijagua. As these plants are, so are all the rest in the field, and the whole crop is a failure.

Equally voracious is the cachaga, another insect that assails tobacco and makes the planter's life a burden. It domiciles itself at the roots of the leaves and feeds upon the stalks, twisting the outer edge of the leaves, as it eats its way along them, into little tunnels, to shelter a rapidly increasing family. Another pest is loathsome verde, a little green worm, the identical shade of the leaf through which it travels, leaving nothing behind but the midrib. A fat, jointed worm, shaded from pale green to yellow, big around as your thumb and several inches long, eats like the lean kine of Egypt, but luckily is not so numerous. The rosequilla gets into the heart of the buds and multiplies so amazingly that in twenty-four hours the plant is a total wreck. And there are others too many to enumerate. To rid the vega of these animalculæ, the surest way is to pick them off by hand; and when the prayers to San Marcial have not brought relief, the

tropical night sometimes witnesses a strange scene—a procession of all the hands on the place headed by the owner and tailed by the overseer, each with a tiny lamp attached to his shirt-front, moving with slow regularity down the long drills in the field, “bugging” the plants.

Though for two long centuries the Vuelta Abajo was Cuba's Klondike, yielding enough tobacco for the island factories to send out about two hundred and fifty million cigars a year, there has not been sufficient tobacco raised in Cuba of late to supply the home demand. Everybody remembers Weyler's celebrated decree of '96, forbidding the exportation of Cuban tobacco, and how the insurgents got even with him by burning the crops, green and growing, and all the stored tobacco they could lay hands on. It is estimated that more than forty million pounds of the very best tobacco in the world was thus wantonly destroyed. The Marquis of Tenerife, who seldom acted without deliberation has his reasons for the order. He knew that the war was largely carried on by Cuban cigar makers in Tampa and Key West, every one of whom gave liberally from his weekly wages for the cause of national liberty. To prohibit the export of the leaf would throw all these men out of employment and deprive the insurgents of an important source of revenue. Weyler also believed that dealers and manufacturers in the United States would purchase all the tobacco on hand in Cuba and force the Havana factories to close. And so it happened; Americans did buy up all they could get before the decree, purposely delayed in the execution, took effect. The shrewd Captain-General had private schemes of his own to serve in the same connection, and he served them so well that in spite of starving Cuba and impoverished Spain, he left the island a multi-millionaire. Under pretence of some diplomatic transactions between Washington and Madrid, tobacco continued to be exported by the thousands of bales as long as

any remained on the island, in the face of the prohibition decree; and on every pound of it Weyler pocketed a liberal commission. After the plantations were ruined, the great factories of Havana, some of which employed from 700 to 1000 men and girls, had to shut up for want of the leaf to work on; the Florida cigar towns were filled with hundreds of idle, half-starved Cubans, and the insurgent army felt keenly its loss of revenue from that source. The proprietor of "La Honrades" told me that before the decree his factory made up five thousand pounds of tobacco every day, the average daily output being 60,000 cigars. It nearly broke his heart to have to play into Weyler's hands, so to say, by discharging his employees, knowing that all would suffer and many actually starve to death; but what else could he do, being himself face to face with destitution? After the insurgents had destroyed the plantations and stored tobacco, a little continued to be raised, perhaps one-tenth of the usual crop, in the backyards of fortified villages and in the *zonas de cultivo*, designated by Weyler for the planting of gardens to sustain the reconcentrados—for to give the evil one his due, I do not believe the arch murderer deliberately intended to send the people to the doom that befell them.

Happy those days of darkness and terror are ended, and Cuba, for the first time in her history, is at liberty to make the best of her resources. But the twentieth century will be well advanced before the famous Vuelta Abajo can flourish again as of yore. Whole towns have been wiped out and eighty per cent, of the population are in their graves. Neither American occupation nor absolute independence can fill the place of the Spanish tobacco trade in Cuba, or what it might have been without excessive taxation—the close alliance of the island with the old "Compania Generale Tabacos" yielding an enormous revenue to both governments. The future of tobacco production in the island is as uncertain as that of the Alaskan

Klondike. Soon as American control was assured, after the signing of the protocol, tobacco buyers and manufacturers made advances to the *negueros*; but too late to accomplish much that year; this year, if excessive rains do not injure the crop, they will do considerably better.

Some sanguine manufacturers, who have watched the ups and downs of tobacco for half a lifetime, assert that the old out-put, worth thirty million dollars a year, will soon be doubled in Cuba; while others are equally strong in the opinion that the industry, as a national affair, is practically "dead as a door-nail." Since the war, foreign capital has been interested in Cuban tobacco and wealthy syndicates have purchased lands and factories. The area of its cultivation has been enlarged; but not always with best results, for tobacco, like coffee, is very particular about its environment. Two years ago the celebrated "Henry Clay" company of Havana tried the experiment of tobacco-raising in the Isle of Pines; but for some unknown reason the soil there is not suitable and the product was almost unsalable in quality. Americans who are not thoroughly trained in the whole business of tobacco growing would decidedly better turn their attention to something else. F. B. WARD.

"Poor Bilkins is dead. He drank a gallon and a half of straight whiskey, 14 high balls and half a keg of beer night before last."

"Is that so? What was the cause of his death?"—*Chicago Times-Herald*.

Briggs: "Do you think we can get Gimbleton to join the new club? He is a married man."

Griggs: "Yes; but he's been married over a year."—*Detroit Free Press*.

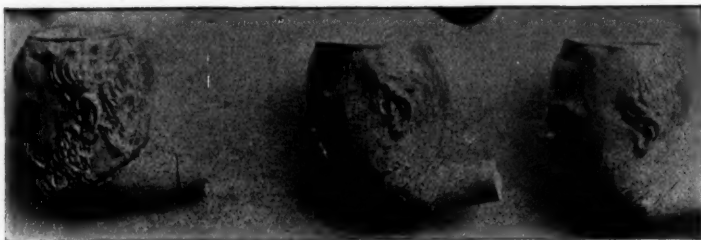
If you knew how much good THE CIGAR STORE MAGAZINE would do you, we'd have had your \$1 long ago. Now's a good time to send it—1000 Stickers Free.

Pipes and Smokers' Articles.

THE leading manufacturers of smokers' articles in New York — there are four who do a larger business than any other four firms manufacturing similar goods in the world — say that never in the history of the trade, have they sold so many goods as this autumn. The chief peculiarity of this activity is the great demand for the finest and most expensive goods made. This report of the condition of their business is also interesting, in view of the statement of a small manufacturer to the effect that the trade in smokers' articles had gone to the bad entirely and that the only pipes for which there was any

in solid gold, pipes with bowls and stems done in most delicate enamel, solid amber pipes, with meerchaum bowls inset, briar pipes covered from bowl to mouthpiece with silver, giving the effect of a solid silver pipe, and pipes inlaid with silver, with gold and with enamel.

In this grade of goods, \$10 or \$15 will buy only a very modest affair, the real top notches costing anywhere from \$25 to \$50, and even \$100. But if you want to keep right up with the procession, or give your friend a present you must buy a kit and such a purchase should be made immediately after you have made a deposit at the bank and before the deposit has been reduced. They come high,



HARRISON, CLEVELAND AND McKINLEY PIPES.

demand were the pretentious corn-cobs. As a matter of fact, the big manufacturers say, the demand for corn-cobs throughout the country is practically no demand at all.

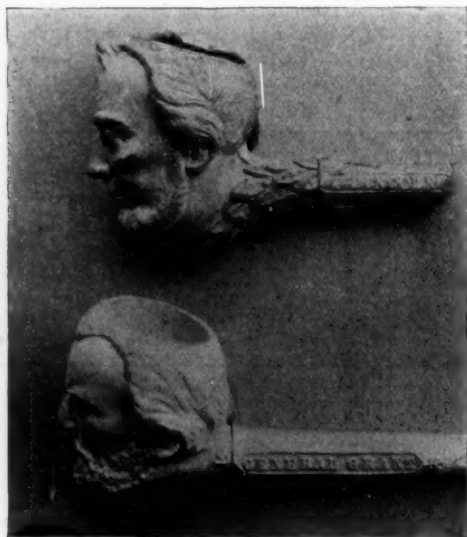
What is wanted these days in the way of pipes, cigar holders, cigarette holders, cigarette cases and cigar cases is that which costs money to manufacture and money to buy. The proof of this is found in the show-cases of the big manufacturers. No smoker ever saw such gorgeous creations for a smoker's kit as are now displayed. Of course, there are the usual silver-mounted affairs in new and more elaborate designs, but there are some new things that have never before this year been attempted. These included pipes, heavily mounted

but they are beautiful. The kits contain either two or three pipes, briar-wood usually, a gold-mounted meerchaum cigar holder and a cigarette holder of similar material and mounting. If there are only two pipes in the kit, one is of the bulldog pattern and the other has a curved stem. If there are three pipes in the kit, there are two like the ones mentioned, and one with a plain, straight stem. Each pipe is elaborately mounted, but the case is even more gorgeous. A new material used in cases for smokers' kits is undressed deer's skin, lined with silk plush, suede or kid in various colors. Then there are cases of fancy woods — mahogany, rosewood, ebony and the like — inlaid with silver, gold or enamel. A

very expensive and a very ugly pipe case, that has found favor is made of rattlesnake's skin.

In meerchaum goods a novelty in pipes is the "President" pipe. These pipes are of every conceivable pattern, the bowl of each one being the carved face of one of the Presidents. The full set begins with Washington and ends with McKinley. A case is provided for each pipe but the thing to do is to hang them in a rack and the rack may be as pretentious as one

A member of one of the leading firms said: "These are the goods which the trade is showing this fall. If there wasn't demand for them, do you suppose we would invest the capital necessary to manufacture them? The fact is, and any large manufacturer will tell you the same thing, the demand for smokers' articles is greater now than it ever was before in the history of the trade. There never was a time when the demand for pipes was so great and we can't



LINCOLN AND GRANT PIPES.

pleases. The "Capitol" is probably the most expensive. This is a miniature reproduction of the Capitol at Washington, with niches around for each pipe. In speaking of "President" pipes in meerchaum, we must not forget the rare old clay pipes of the Presidents of which there are now few good specimens; many of them more valuable than meerchaum. Several of the better known are reproduced in this article.

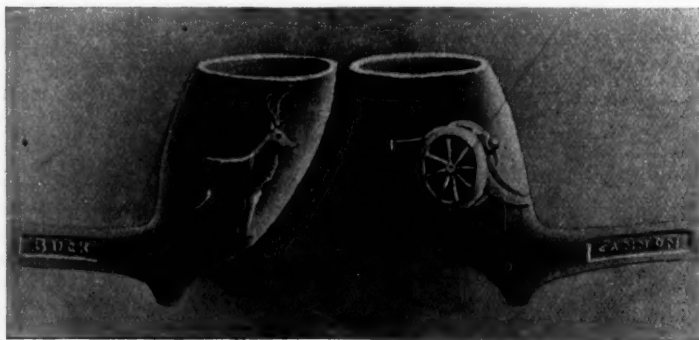
make them too fine. Never before this year did we attempt anything in the way of solid gold mountings and enamel. We have mounted in silver, of course, and then plated the mountings with gold, but the real gold article we never used before. Inlaying in silver and gold is also a new venture.

"It may be true that few individual cigar and cigarette holders are being sold, but the fact is that comparative-

ly few of these ever were sold in this country. Americans haven't time to bother with them. However, what is lost in individual sales is made up in those sold in the kits. Every kit must have one of each kind of holder. There never was such a demand for kits and so the sale of holders is kept up.

"The demand for fine tobacco jars is simply phenomenal. They are selling like hot cakes. And so are cigar and cigarette cases of the more expensive varieties. If all the stuff we are selling is used, and the tobacco and cigars smoked are as fine as the

where the briar-root was obtained. Now, as a matter of fact, not a piece of root from which the genuine, so-called French briar pipes are made grows in France. It all grows in Algeria, and is controlled by a French syndicate. The roots of the genuine briar pipes come from England, as well as those made in the United States and everywhere else. They all come from the same place and through the same syndicate. Talk about American trusts, there never was a trust like that which controls the output of all the alleged "French briar" from which pipes are made.



THE BUCHANAN PIPE.

pipes and holders we have been selling, fine tobacco and cigars will be scarce, I should imagine, before many moons."

Practically the same story was told at other factories. In speaking of briarwood pipes one manufacturer said: "In buying briar pipe the average customer at a retail store will tell the man behind the counter that the pipe he buys must be sure-enough no-discount French briar, and the man behind the counter will talk glibly about all his pipes being French briar and will be almost ready to tell the customer the exact place in France

Wife (with a determined air): "I want to see that letter."

Husband: "What letter?"

Wife: "That one you just opened. I know by the handwriting that it is from a woman, and you turned pale when you read it. I will see it! Give it to me, sir!"

Husband: "Here it is. It's your milliner's bill."—*Cigarette*.

Savings banks pay depositors 3 to 4%, while \$1.00 invested in the CIGAR STORE MAGAZINE will pay any cigarman 1000%, and keep him fully posted on what he wants to know.

Swindles in Smokes.

"THERE'S nothing like imagining you know all about the cigar industry," said a cigar merchant, releasing the merry chuckle which momentarily had been suppressed. Some one has told the young man who bought the speckled cigars that the choicest of choice weeds are those which contain numerous little spots. The tobacco so marked is supposed to come from a certain section of Cuba, and is popularly thought to be the bottom leaves of the plant.

"Sand collects on the leaves, and when it rains small clots of it are hammered into the tobacco, causing the peculiar discoloration. Of course, the speckles are not supposed to make the weed any better, but it so turns out that tobacco whose spots are produced by wet sand comes only in the very finest goods. Thus smokers who insist on having speckled cigars are those who have been informed that the spots are assurances of a cigar's excellence.

"But there are tricks in all trades, and that of the tobacconist is not exempt from mild deceptions. Such has been the demand for speckled weeds that the supply of the genuine article was long ago exceeded.

"But a genius, as in every great human crisis, was on hand with an expedient whose successful application prevented manufacturers and dealers from losing sales. He invented a dye which looks exactly like the sand spots on the Cuban leaves, and which can scarcely be detected by the expert.

"This compound sells to the cigar-makers for about \$1.50 an ounce, and it is sold under copyright, the same as a patent medicine. When the cigar-makers apply it they mix the compound first with a solution of ammonia; the cigars are laid out in rows previous to boxing; a spray from a fine brush is showered upon them, and presto! there is the beautiful speckled tobacco of Cuba.

"The dye has now become an indispensable part of the stock in trade of the cigar manufacturer. Its application raises the price of the cheap article to that of superior weeds, and, therefore, as you may well believe, a considerable trade is done in spurious speckles."

Should Women Smoke?

"NO," said the man at the tobacco counter to a customer who stood near, as a woman left the counter, after purchasing a number of inexpensive cigars; "no, she didn't buy those for her husband. That's what they all say, but they don't do it. Their husbands wouldn't smoke that kind of a cigar, and whatever kind of a cigar he smokes, he wants to buy it himself, and except at holiday time, if a woman makes a practice of coming here to get cigars, I know that she gets them for herself.

"The old rumor about women's smoking has a fascination for people, and a great many men will be found here and there who assert, positively, that American women smoke. When such rumors are traced to their foundation, they are found not to amount to much. Undoubtedly, there are a number of women in America who do smoke, and some bright and clever women, but the people who are most positive that smoking is comparatively common are obliged to admit that they know only a few women who make use of tobacco, and and it is pretty certain that there are only sporadic cases in this country.

"It is said that the tea cigarette habit is developing in England, and that its effects are particularly deleterious as well as exhilarating. It will give the believer in woman smokers in America another chance for accusation.

You need THE CIGAR STORE MAGAZINE; only \$1 a year, and 1,000 Stickers of your name FREE.

WINDOW DRESSING AND



STORE ADVERTISING.

To properly display a line of cigars, tobaccos, pipes, smokers' articles, etc., in a window—whether it be a large or small one, may seem a very slight, insignificant and pleasant task, but in reality it is one of the most difficult things to do, and do it to your own satisfaction. A majority of retailers seem to carry the idea that the proper caper is to crowd into the show-window a sample of everything they carry in stock, whereas an overcrowded or jumbled up display does not make the desired impression, but rather confuses the passers-by. We have endeavored to impress upon the retailers in previous papers in this department, that "crowding the display" is unwise and that it is much preferable to give it plenty of room, to say nothing of the wear and tear on your goods in unnecessary handling and exposure to dust and sun.

The handsome half-tone illustration which appears on the front cover of this issue of THE CIGAR STORE MAGAZINE was made from a flash-light photograph of the more than attractive and up-to-date cigar store of S. Rodriguez, located at 1142 Broadway. Although the picture and reproduction are first-class in all details, it hardly does full justice to Mr. Rodriguez' handsome store, which is one of the best fitted up, neatest and cleanest in the city. The best class of trade of the great thoroughfare is catered to and a lively trade is done in the finer brands of cigars, tobaccos, Egyptian cigarettes, etc.

It really does seem most cruel to have to tell a man to wash his face, wipe off his chin or pull down his vest, but we do feel compelled to call the attention of some retailers to their

store windows, which are badly in need of a bath. Show windows should be washed thoroughly inside and out at least once a week, and every time the display is changed the very first thing to do is to remove all of the goods and then carefully clean the whole inside of window. The outside of window should also be washed after a rain.

The average man likes to solve a puzzle in order to show his smartness or whatever else you may wish to call it, and its "dollars to doughnuts" that he will study on the following sign until he has worked it out, and all this time he has the balance of the story in his head and this is exactly what you want. Here's the idea:

U-R-4-10-8

To be able to get so
good a cigar for 10c. as
we sell for 9c. each. 3
for 25c. we call them
Dinah, you'll call 'em
good.

Please try one!

Of course, a man will be "Fortunate" to get so good a cigar—you can change the brand name to suit—as you will also be in securing his trade.

Think of your store having seven windows and the time it would take to dress them in neat shape and keep them in order—this is more than five windows above the average, and still A. L. Ernst, of A. L. Ernst & Bros., 173 Broadway, says he wishes they had more. This neat and up-to-date cigar store is in one of the finest,

busiest and most expensive locations in New York, being on the north-west corner of Broadway and Cortlandt Street—two of the show windows face on Broadway, with five on Cortlandt Street, all of which have lately been decorated in Lincrusta Walton and handsomely painted at a cost of several hundred dollars, which shows that Messrs. Ernst are wide-awake to the value of attractive window displays and they've got the goods to display, too. They also use neat signs and bulletins to good advantage.

An unique announcement appears in the window of the attractive cigar store of A. H. Siever, 80 E. 125th Street, which consists of a card to which is attached a cork, and below is the following legend:

A CORKER

OUR KEY WEST
CLEAR HAVANA

5C. CIGAR

S. Petschek is in charge of the store and reports an exceptionally lively trade in finer grades.

A neat, clean and bright looking store is one of the best self-advertising schemes known, and even though the cigarman cannot originate, plan or execute attractive or catchy window displays, he can make up for it in part in cleanliness, which is next to—being an expert window dresser. There really is no excuse for a dusty and dirty store and many smokers will not enter such a store. To judge by the appearance of some windows I have seen here in Tammanytown, a disinterested person might naturally suppose that the proprietor was out for the 'dust,' but if he will stop to consider for a moment, he will see that he isn't.

Signs, old man, catchy signs or bulletins are just exactly what you want—

they'll help you wonderfully in attracting and holding the attention of the passing smokers, and neat bulletins or announcements don't cost half so much as you suppose. If you cannot make them yourself, any sign writer will help you out and give you what you want at a reasonable price. Have you noticed and profited by my suggestions in past issues of *THE CIGAR STORE MAGAZINE*? If not, it's your own fault, for they are being put to practical use by many wide-awake cigar men all over the country, and right here in New York several prominent and successful retailers are making use of them to excellent advantage. But, for goodness sake, don't get up a sign telling the passer-by 'Uneeda Cigar,' which has been unceremoniously appropriated by a certain class of late. Uwanta, Uauta and Wehava are also good spasm producers. If you cannot be original, you can at least be sensible.

It is well to use "price cards" on the majority of the pipes, cigars, etc., in the Christmas window display that the women who contemplate buying presents in your line for their husbands, fathers, brothers, best fellows and others may form an idea as to prices without having to go into a store full of men to ask questions and display their lack of knowledge on the subject. Make their task as simple and easy as possible and of course, help them in selecting—you will thus secure much of the business that may otherwise find its way into one of the large department stores.

Henry Bash, the progressive and wide-awake cigarman of 2152 Third avenue, displays a jar of common white beans in his window with the announcement that the person making the most accurate guess as to the actual number of beans contained in the jar will be given a fine camera for his trouble. It costs nothing for one guess, and yet almost every

guesser makes a purchase, and Mr. Bash is much pleased with the good results.

Since 520%-Miller has gained so much notariety through his recent exploits, the following idea may be used effectively to catch the eye of the passerby:

WE CANNOT GIVE
YOU 520% FOR YOUR
MONEY, BUT WE DO
GIVE YOU 100% OF
GOOD SMOKING IN
OUR

WORTHIT 5c. CIGAR
ITS A GOOD INVESTMENT.

S. Schendel & Co., 409 Broadway,
make the following announcement in
their window:

THE NEW CROP

of Havana To-
bacco has en-
abled us to sell
a 10c. clear
Havana for 5c.
Come in and

TRY ONE.

Please remember that we are always glad to make mention of or reproduce good ideas for cards, bulletins, schemes for window dressing or store advertising etc., that may be of interest or value to the retailer. Let us hear from you.

Many a man feels just about as helpless at certain times without a cigar as a women does when she hasn't a fan.

Make yourself a Christmas present of a year's subscription to THE CIGAR STORE Magazine. It will please you the whole year and you'll wonder how you ever got along without it. \$1.00 does the business.

A Fable In Slang.

A VERY attractive Debutante knew two Young Men who called on her every Thursday Evening and brought their Mandolins along.

They were Conventional Young Men, of the Kind that you see wearing Spring Overcoats in the Clothing Advertisements. One was named Fred and the other was Eustace. The Mothers of the Neighborhood often remarked, "What Perfect Manners Fred and Eustace have!" At the same time it may be Remarked that Fred and Eustace were more Popular with the Mothers than they were with the Younger Set, although no one could say a Word against either of them. Only it was rumored in Keen Society that they didn't Belong. The Fact that they went Calling in a Crowd and took their Mandolins along may give the Acute Reader some Idea of the Life that Fred and Eustace held out to the Young Women of their Acquaintance.

The Debutante's name was Myrtle. Her Parents were very Watchful, and did not encourage her to receive Callers, except such as were known to be Exemplary Young Men. Fred and Eustace were a few of Those who escaped the Black List. Myrtle always appeared to be glad to see them, and they regarded her as a Darned Swell Girl.

Fred's Cousin came from St. Paul on a visit, and one Day, in the Street, he saw Myrtle and noticed that Fred tipped his Hat and gave her a Stage Smile.

"Oh, Queen of Sheba!" exclaimed the Cousin from St. Paul whose name was Gus, as he stood stock still and watched Myrtle's Reversible Plaid disappear around a Corner "She's a Bird. Do you know her well?"

"I know her Quite Well," replied Fred, coldly. "She is a Charming Girl."

"She is all of that. You're a great Describer. And now what Night are

you going to take me around to Call on her?"

Fred very naturally Hemmed and Hawed. It must be remembered that Myrtle was a member of an Excellent Family, and had been schooled in the Proprieties, and it was not to be supposed that she would crave the Society of slangy old Gus, who had an abounding Nerve, and, furthermore, was as Fresh as the Mountain Air.

He was the Kind of a Fellow who would see a Girl twice, and then, upon meeting her the Third Time, he would go up and straighten her Cravat for her and call her by her First Name.

Put him into a Strange Company en route to a Picnic, and by the time the Baskets were unpacked he would have a Blonde all to himself, and she would have traded her Fan for his College Pin.

If a Fair Looker on the Street happened to look at him Hard he would run up and seize her by the Hand and convince her that they had Met. And he always Got Away with it, too.

In a Department Store, while waiting for the Cash Boy to come back with the Change, he would find out the Girl's Name, her Favorite Flower and where a Letter would reach her.

Upon entering a Parlor Car at St. Paul he would select a Chair next to the Most Promising One in Sight, and ask her if she cared to have the Shade lowered.

Before the Train cleared the Yards he would have the Porter bring a Footstool for the Lady.

At Hastings he would be asking her if she wanted Something to Read.

At Red Wing he would be telling her that she resembled Maxine Elliott, and showing her his Watch, left to him by his Grandfather, a Prominent Virginian.

At La Crosse he would be reading the Menu Card to her and telling her

how different it is when you have Some One to join you in a Bite.

At Milwaukee he would go out and buy a Bouquet for her, and when they rode into Chicago they would be looking out of the same Window, and he would be arranging for her Baggage with the Transfer Man. After that they would be Old Friends.

Now, Fred and Eustace had been at School with Gus, and they had seen his Work, and they were not disposed to Introduce him into One of the most Exclusive Homes in the City. They had known Myrtle for many Years, but they did not dare to Address her by her First Name, and they were Positive that if Gus attempted any of his usual Tactics with her she would be offended, and, naturally enough, they would be blamed for bringing him to the House. But Gus insisted. He said he had seen Myrtle and she Suited him from the Ground up, and he proposed to have Friendly Doings with her. At last they told him they would take him if he promised to Behave. Fred warned him that Myrtle would frown down any Attempt to be Familiar on Short Acquaintance, and Eustace said that as long as he had known Myrtle he had never Presumed to be Free and Forward with her. He had simply played the Mandolin. That was as Far Along as he had ever got.

Gus told them not to Worry about him. All he asked was a Start. He said he was a Willing Performer, but as yet he had never been Disqualified for Crowding. Fred and Eustace took this to mean that he would not Overplay his Attentions, so they escorted him to the House.

As soon as he had been Presented, Gus showed her where to sit on the Sofa, then he placed himself about Six Inches away and began to Buzz, looking her straight in the Eye. He said that when he first saw her he Mistook her for Miss Prentice, who

was said to be the Most Beautiful Girl in St. Paul, only, when he came closer, he saw that it couldn't be Miss Prentice, because Miss Prentice didn't have such Lovely Hair. Then he asked her the Month of her Birth and told her her Fortune, thereby coming nearer to Holding her Hand within Eight Minutes than Eustace had come to in a Lifetime.

"Play something, Boys," he ordered, just as if he had paid them Money to come along and make Music for him.

They unlimbered their Mandolins and began to play a Sousa March. He asked Myrtle if she had seen the New Moon. She replied that she had not, so they went Outside. When Fred and Eustace finished the first Piece, Gus appeared at the open Window and asked them to play "The Georgia Camp-Meeting," which had always been one of his Favorites. So they played that, and when they had Concluded there came a Voice from the Outer Darkness, and it was the Voice of Myrtle. She said:—I'll tell you what to play. Play the Intermezzo."

Fred and Eustace exchanged Glances. They began to Perceive that they had been backed into a Siding. With a few Potted Palms in front of them and two Cards from the Union, they would have been just the same as a Hired Orchestra.

But they Played the Intermezzo and felt Peevish. Then they went to the Window and locked out. Gus and Myrtle were sitting in the Hammock which had quite a Pitch toward the Center. Gus had braced himself by Holding to the back of the Hammock. He did not have his Arm around Myrtle, but he had it extended in a Line parallel with her Back. What he had done wouldn't Justify a Girl in saying "Sir!" but it started a Real Scandal with Fred and Eustace. They saw that the only Way to Get Even with her was to go Home without saying "Good Night." So they

slipped out the Side Door, shivering with Indignation.

After that for several Weeks Gus kept Myrtle so Busy that she had no Time to think of considering other Candidates. He sent Books to her Mother and allowed the Old Gentleman to take Chips away from him at Poker.

They were Married in the Autumn, and Father-in-Law took Gus into the Firm, saying that he had needed a good Pusher for a Long Time.

At the Wedding the two Mandolin Players were permitted to act as Ushers.

Moral—It is impossible to have a fair Trial of Speed unless a Pace maker is used. GEORGE ADE.

Science and Tobacco.

Science will soon make all luxuries plentiful. It has discovered that the superior quality of some tobacco—the subtle and aromatic odor—is due to bacilli developed in the curing process. The discovery of the bacilli of cheese which enables any sort to be made anywhere in the world in the same perfection as in the locality from which it derives its name promises that the cultivation of the microbe of tobacco shall be equally effective in enabling inferior sorts to be raised to a standard of excellence equal to that of the West India and Sumatra plants.

Father: "James, you know I disapprove very much of your fighting, but I cannot help feeling proud of you for whipping such a big boy as that. What did you whip him for?"

Son (indignantly): "He said I looked like you."—*Harlem Life*.

Not only will THE CIGAR STORE MAGAZINE save you money in various ways, but it will also aid you in accumulating many dollars. At \$1.00 a year you cannot afford to be without it—ask any of our subscribers.

THE CIGAR STORE

A Monthly Magazine for the Retailer,

ISSUED BY

THE CIGAR STORE MAGAZINE CO.,

50 TIMES BUILDING, 41 PARK ROW,

TELEPHONE 3707 CORTLANDT,

NEW YORK CITY.

Issued the first of every month. \$1.00 a year, payable in advance. Subscriptions may begin at any time.

REMITTANCES should be made by N. Y. Draft, Express Order, or P. O. Money Order, payable to THE CIGAR STORE MAGAZINE CO. Cash or stamps should be sent by Registered Letter. We cannot be responsible for loss if sent any other way.

When change of address is desired, both the old and new address must be given.

CORRESPONDENCE on all subjects of interest to the trade is solicited.

ADVERTISING rates furnished upon application. ENTERED at the New York Post Office as second-class mail matter.

NEW YORK, DECEMBER, 1899.

When a woman says 'No' she means 'Yes!' so the saying goes; but how about a man who says he *has not* sold out to the Trust?

It is expected that the American Tobacco Co. will have secured six large cigar factories by the first of the year, or soon after.

Retailers should use a gummed label or sticker of their name and address on every package that leaves their store—the direct result will be that the transient trade will become regular trade.

The smart Aleck of a Cuban who tries to sell you some smuggled(?) Havana cigars, is simply a swindler. The cigars are no good and would be dear at \$9 a million, and although this is an old, old game, it catches a certain species of fish nearly every day.

Why are the most successful retailers in New York and the entire country subscribers to THE CIGAR STORE MAGAZINE? Simply because they know a good thing when they see it and recognize its true value to them. It costs only \$1.00 a year.

Many retailers have formed the

unwise and expensive habit of giving unasked a small box of matches with every package of tobacco, cigarettes, etc. Of course in some localities customers expect it, but we would suggest that the matches be withheld until asked for, and thus save many gross a year.

Manufacturers and jobbers can 'jolly' a retailer for a whole year with a subscription to THE CIGAR STORE Magazine and 1000 stickers of the retailer's name and address. The Magazine will call on him every month in your interests, while the 1000 stickers, will remind him of your goods every day. It will prove \$1.00 well invested. Try it.

We ask our subscribers to kindly advise us their experience as to how many of their customers read their copy of THE CIGAR STORE MAGAZINE each month? Our investigation so far shows that from 7 to 10 of the retailer's customers are readers of the Magazine, while one retailer tells us that fully 25 to 30 of his customers read it, and that many of them ask for it each month. We desire this information for a special purpose and would thank our readers to kindly drop us a few lines.

The rumor of a \$40-a-year license for the sale of cigars, tobacco, etc., is hailed with delight by many retailers, and some of them say they would gladly pay \$100 a year. A high license would certainly be a good thing for the legitimate tobacconist, for it would undoubtedly prevent many druggists, stationers and others from securing a license as they would hardly sell enough in a year to pay for it. At \$100 a year something like \$25,000,000 annually would be paid to the Government, and the majority of retailers would bear their share willingly, as it would stop the sale of cigars in many small places and result in doubling their own business.

My Faithful Old Briarwood.

Dear old chum of my boyhood,
My companion for years,
My faithful old briarwood,
For you I shed tears.
Oh, a cruel old quack
Blames you for my ills
And bids me throw you away
And take his green pills.

When footsore and weary,
Without friends or a home,
Old chum, you have cheered me
When we were alone.
You kept warm those fond hopes
That made me cling to life,
And you helped me to battle
Against sorrow and strife.

Ofttimes, sad and weary,
When betrayed by false hope,
I would again build my eyry
In your clouds of blue smoke.
And when life seemed so dreary,
Without those friends I once knew,
There was one left to cheer me —
Dear old pipe, it was you.

In sorrow or pleasure,
In sickness or health,
At work or at leisure
Your charm I have felt.
To my youth and my old age
A mute, faithful friend,
Shall this quack and his pills
Our long friendship end?

If, at night-time I slight you.
If I shun you each day,
If I ne'er again light you,
If I throw you away,
Will I not suffer tortures
Far worse than my ills?
Can this quack find a cure
For a heartache that kills?

No, no, dear old briarwood,
I will not forsake you.
Sweet link to my boyhood,
Mem'ry owes much to you;
But if 'twill please this old quack,
While his green pills are ripe
I will smoke three each day
In my precious old pipe.

BILLY LAFFAN.

Queries Answered.

T. A. M.—Factory No. 87, Key West, Fla., is operated by M. Gonzales & Co.

C. M. H.—E. A. Kline & Co., 244 E. 75th St., N. Y., are the manufacturers of El Symphonie cigars, under factory No. 230, 3rd Dist. of N. Y.

C. E. H.—The Black Bat is a 5c. cigar handled by Kuhles & Stock, of St. Paul, Minn.

G. & V.—The Louisville Tobacco Works are the manufacturers of Wine Slab plug. Your jobber can undoubtedly supply you.

W. A. B.—Correspond with Dittgen & Co., 520 Walnut St., Cincinnati, O., and tell them what you want.

L. B.—The Diamond Joe Cigar Factory is located in Evansville, Ind. H. Fendrich is the proprietor.

L. E. M.—If you will kindly send us a sketch of the scheme, we will be pleased to publish it in our Window Dressing and Store Advertising Dept.

What Others Say.

PULLMAN, WASH.

THE CIGAR STORE MAGAZINE:

Enclosed find \$1 for one year's subscription to your Magazine and 1000 labels. Was more than pleased with the copy of Magazine I received. *In order to keep posted on the retail trade, I find it necessary to read the Cigar Store Magazine.*

Yours for more trade,

B. H. GRANT.

SAN FRANCISCO, CAL.

THE CIGAR STORE MAGAZINE:

Please find \$1 enclosed, for which enter me as a subscriber to the Cigar Store Magazine. Pleased send Stickers as per stamp.

Yours very truly,

R. H. WILLIAMS.

NEW YORK, N. Y.

THE CIGAR STORE MAGAZINE:

Please enter my subscription to The Cigar Store Magazine for which I hand you \$1. *It ought to be a winner.*

Yours respectfully,

FRISCH & CO.

A clean, square business proposition — THE CIGAR STORE MAGAZINE \$1 a year, with 1000 Stickers FREE.

Metropolitan Meanderings.

REED & Regester, at 130 Fulton Street, have one of the cleanest and most up-to-date stores in the city and are making a strong bid for public favor with an excellent and complete line of goods.

George W. Nichols & Co., the Havana cigar manufacturers, 47 Warren Street, are doing a rattling good trade and say that business is the best it has been for the past three years.

The Lenox Cigar Store has moved from 44 E. 59th Street to a much more desirable and commodious location at No. 45, on the opposite side of the street, where an increased trade is expected.

The "Generously Good" George W. Childs 5c. cigar is keeping well to the front in point of sales and the large factories of Harburger, Homan & Co. are reducing the accumulated orders and shipping goods as rapidly as they can.

E. Heidenreich at his neat little cigar store 183 Amsterdam Ave., is selling a box of 12 cigars for 36c. as a special advertisement, which he says is proving a good idea to get new customers started.

The "True as Steel" clear Havana cigar factory of Bernard Stahl & Co., 22 & 24 Reade St., is hardly able to carry 10,00 cigars in stock from one day to the next, owing to the steady and ever increasing demand for deservedly popular brands.

Surbrug's cigar store at 159 Fulton St., has the entire window filled with a large and choice variety of tobacco jars in every conceivable size, shape and coloring. They attract considerable attention.

Winterberg, Kraus & Co., the large cigar manufacturers at 98th St. and 1st Ave., have an unusually handsome Holiday packing of their Rosa Alpina, in brass hinged cedar boxes of 25, containing 4 sizes in separate compartments. They are doing an unusually brisk business.

L. W. Coon, the genial and popu-

lar cigar man in the N. Y. Life Bld'g., 320 Broadway, reports an excellent business in the higher grades of cigars, on which he makes a special push.

The unusually attractive label of La Natalia, the new brand of cigars of L. Kahner & Co., 202 E. 100th St., which will be on the market early next year, is certainly one of the handsomest efforts in red, white, blue and gold it has been our pleasure to see of late. It is sure to prove an easy winner. This progressive house is rushed far above the factory limit in order to keep customers quiet.

Frisch & Co., Greater New York's Greatest Cigar House, 411 Broadway, has absorbed the cigar store at 399 and removed the stock to 411.

Athos, the leading clear Havana cigar of A. E. Farmer & Co., 640 Broadway, is running ahead of its usual large sales and Mr. Farmer has purchased another lot of order-books, which at his usual gait will be used up soon. Their Ticonderoga, a 5c. brand, is coming to the front rapidly.

Broadway, the pride of the Metropolitan, has no more aggressive store than that of S. Schendel & Co., at 409. The El Colonial brand of cigars, their own make, is being pushed with a great degree of success.

Everything is rush and bustle at the factory of E. M. Schwarz & Co., at 1st Ave., and 98th St. Edwin M. Schwarz has returned to his desk, after his long absence caused by his recent illness, and his many friends in the trade are more than glad to see him again.

Alex. J. Pape is certainly numbered among the enterprising Third Ave., retailers and is doing a very satisfactory business at his store, which is located at 1386. Tansel's Punch and Jules Verne are two of his leaders — he also carries a fine line of pipes and smokers' articles.

John W. Merriam & Co., are commencing to catch up with orders for Baron De Kalb and Merriam's Corner at their factory at 135 Maiden Lane. They report an unusually brisk and

satisfactory business and for some time past the factory has been unable to keep up with the demand for their popular goods.

Sportsmen's Cigar Emporium is the euphonious title by which the bright and clean little cigar store of E. Woolf, which is located at 1445 Fifth Ave., is known. He caters to the wants of the best class of trade and says business is good.

A Smoker's Character.

WHEN you see a man grip a cigar between his teeth and hold it fast, careless of whether it burns or not, you can set him down as an aggressive, calculating and exacting, not to say canny, individual.

If a man smokes a cigar deliberately, just enough to keep it lighted, and delights in taking it from his mouth watch the blue smoke from it curl upward, he is likely to be an easy-going man, good-natured and honest, says an exchange.

There is another fellow who smokes intermittently, takes a puff and then rests, and fumbles his cigar about. He is apt to have little decision of character, and to be easily affected by circumstances. A man may be nervous and fumble his cigar a good bit, and in this event he is a would-be swell, vain and frivolous.

He invariably tilts his cigar upward, while a sensible, level-headed fellow will hold it straight out from his mouth. When you see a man chewing up an unlighted cigar, and twisting it about, he is nervous, but of great tenacity.

A man who cannot keep his cigar alight has a whole-souled disposition. He has a lively nature, is a hail-fellow-well-met, glib of tongue, and usually a good story teller.

Every retailer who believes in advancing his own interests should be a subscriber to THE CIGAR STORE MAGAZINE — worth a hundred; costs \$1 a year.

St. Louis Scintillations.

LOCAL business has been very good of late, and the holiday trade, it is believed, will be remarkably brisk.

"Hasse's Delight, 5c. Havana Cigar" is sky-high, or rather the advertising of it is and has attracted considerable attention. A large streamer advertising this popular cigar was attached to the string of a large kite and almost everyone in the business section of the city saw the ad. This is only one of Louis Hasse's unique advertising schemes.

Benedict Little Cigars have made their appearance here and are conspicuously displayed in many of the leading stores and stands.

Chas. C. and Jos. A. Bishop pleaded guilty recently to using the U. S. mails to defraud, and each were fined \$500 and costs by Judge Adams. Their scheme was exposed in these columns some months ago.

J. E. Davenport has opened a new cigar stand, fitted up in the best shape, at 505 Olive St. The stand will be in charge of A. G. Ruelle, formerly of the Union Station cigar stand.

Ukman Bros. have removed their cigar manufacturing plant to 202 N. Second St., where they will have increased facilities to handle their constantly growing business.

The new plug factory will be known as the M. C. Wetmore Tobacco Co., the paid-up capital of which is said to be \$1,250,000, the larger portion of the stock being owned by M. C. Wetmore and John Scullin. The other stockholders are P. J. Heuer, Wm. S. Logan, H. D. Barry, Geo. H. McCann, F. J. Wade and Geo. A. Madill. The officers of the company are M. C. Wetmore, president; P. J. Heuer, vice-president and general manager, and Wm. S. Logan superintendent.

P. J. Heuer, who is to be the vice-president and general manager of the new Wetmore Company, expects to remove his office soon to the new factory building, so as to be thor-

oughly in touch with the management of the plant.

The Cuckoo cigar of the Straiton & Storm Co., is being exceptionally well advertised by T. Wright & Co., who are also making excellent headway with the other popular goods of S. & S.

Matches in Mexico.

Vice-Council Pages reports from Vera Cruz that wax matches have almost entirely superseded the wooden matches formerly used. The latter are still made in limited quantities and are preferred by some, but this preference is confined to the hot country and may be due, in part, to traditional prejudice.

It is said that the wooden matches are better for the hot country, as the wax is liable to melt and become sticky. The wax taper is less bulky, generally has two striking ends, emits no disagreeable odor, and is made waterproof. It is doubtful if a wooden match could be made to supplant the wax, unless a manifestly superior article were produced at a lower price.

There are no matches imported. White pine wood comes from the United States, and paraffine wax is furnished by the Mexican connection of the Standard Oil Co. Boxes with rubber strings are now imported from Italy. The consumption of matches put up in this form is very limited.

The number of people who purchase matches is relatively large. A very heavy percentage of the male sex smokes, the consumption of cigarettes being enormous.

A Long Farewell.

"Farewell! Farewell!" he cries in pain,
His arms enfold her tight;
His kisses fall like autumn rain
Upon her forehead white;
He knows he'll see her not again
Until to-morrow night.

TIT BITS.

Havana Happenings.

THE "Diario de la Marina" says editorially that Cuba should make every effort to have good exhibits at the Paris Exposition of 1900, especially as Mexico is using all means in its power to supercede Cuba as the producer of the best cigars in the world. The "Diario" quotes an article published in a Mexican paper which says there is a golden opportunity for Mexico in this connection, as Cuba is in a bad condition as a result of the late war, and that Mexican cigars are now only second to those of Cuba.

All of the cigar factories in this city are extremely busy, and as is usual when manufacturers are busy there is generally an extra heavy demand for cigar makers and they cannot be had for love nor money.

Favorable reports are being received from the tobacco growing sections and although insects have been giving the growers some little trouble of late, a large and good crop is expected.

Tobacco's Redeeming Features.

Why should men smoke? There are some good reasons. Many break off from a brain-concentrating occupation for a smoke who would probably enjoy no interval at all otherwise.

Such breaks are not only advantageous—they are often positively necessary; therefore the practice that encourages and helps to obtain them is a distinctly beneficial one.

Smoking helps the subject to rest. Sedentarily employed, a man may be induced to sit for many hours during the day without enjoying an interval, if he have nothing to break off for. But a cigarette or a pipe will give him occasion to put his hands in his pockets and walk up and down the room, or may induce him to go out of doors a little, so that he may obtain a pleasant and reinvigorating change from labor. — *London Mail*.

Buffalo Briefs.

BUSINESS in Buffalo is inclined to be somewhat dull, and there seems to be no way to account for it as the weather has been especially fine and trade in all other lines has been brisk. The fact remains, however, that the cigar trade in this section is too quiet to suit the retailers and jobbers.

Herbert Tetter is in charge of the Cigar Department of the newly opened Hotel Waltona, on Washington Street, where is shown a fine line of high-grade goods of John W. Merriam & Co., Bustillo Bros. & Diaz, Manual Garcis, La Carolina, etc.

H. P. Brewster, the well-known Rochester jobber, expects to open a branch store here early this month, under the firm name of H. P. Brewster & Co.

Sam. Welsh, sometimes called the "King of Cutters," has had the whole trade guessing lately—all were surprised to see a Mr. Green take his old store, but were dumfounded to see Sam open a new store in the finest location in town, at a rental of some \$8,000 and as he is still cutting, the trade is nonplused.

L. Breitman has removed to new and more commodious quarters at the corner of Genesee and Main Streets, where it is expected he will do an increased business.

Riech, the Bicycle man, has opened a cigar department and is cutting prices on several brands to draw trade.

Henry Esberg, of Batt & Esberg; Harry Boston, of Wm. Demuth & Co.; Mr. Alvarez of Y. Pendas & Alvarez; and Mr. Pettie, of Esterbrook & Eaton were recent visitors, all of whom report good business along the line.

Cigarettes Less Used.

CIGARETTE smoking is on the wane," said a dealer who keeps his eyes open to general conditions. "The statistics of this year will undoubtedly show a con-

siderable falling off in their consumption, and the anti-coffin nails crusaders will probably claim a considerable falling off of the tuberculosis brand of consumption as a consequence. However, I don't attribute the decline to the war that has been waged on them. It is due, I think, to one of those unaccountable changes in public taste that occur with periodical regularity. A circumstance that may have contributed to it is the immense production of very light cigars. A strong cigar is nauseating to a confirmed cigarette smoker, but he can enjoy a mild 'Colorado-claro,' and the fact that there has thus far been a marked increase in the sales of cigars this year is decidedly significant. The decline in cigarettes has not progressed far enough as yet to affect the business to any extent, but there is no telling where it will stop. Of course, I am speaking of the trade of the country as a whole."

Philadelphia Pencillings.

A VERY satisfactory business is being done here and manufacturers, jobbers and retailers all seem pleased—and the latter are preparing for a lively holiday trade which they believe will be the best for many years past, and "Isn't it about time?" as one of them recently remarked.

Ingraham and Newitt, the former U. S. Dist. Attorney and his assistant, who were recently convicted of bribery in the Jacobs matter, have been sentenced to 2 1-2 years each in prison, with a small fine and costs amounting to nearly \$1500. An appeal will probably be taken by the defendants' attorney. The trial of Wm. M. Jacobs and the five others implicated, has been postponed indefinitely.

One cigar dealer in this city will have a very handsome Christmas present consisting of an estate valued at \$1,000,000 which was left to him by an old friend in Ireland—Corme-

lius McCarthy is the lucky man's name and he conducts a neat little cigar store at the corner of 16th and Jackson Sts.

Pennsylvania Blue Laws must be obeyed in the future, for after the first of the new year all retail stores must remain closed on the Sabbath Day. This will tend to largely increase Saturday's sales of cigars, tobacco, etc., but it is believed by many that this "pious spasm" will not be of long duration.

Eugene Mullen's Cigar Factory, 431 N. 8th St., was broken into recently by thieves who succeeded in getting away with several thousand fine cigars.

Another robbery is reported by Robert D. Haines, a cigar dealer of 3d and Tasper Sts., where several hundred cigars, an overcoat and suit of clothes were stolen.

Chicago Chatterings.

THE Chicago Cigar & Tobacco Retailers' Protective Association, organized among the retail cigar and tobacco dealers along Milwaukee Ave., has been incorporated. The association grew out of attacks made upon the members by constables in connection with the recent flag law and cigarette cases, which have been a source of annoyance to the small dealers.

It is hoped that the recent decision of the Superior Court has killed the silly flag law for good and all, and that a man may now at least think of the flag of his country without being arrested for it. Why should there be any objection to using the American flag for advertising or any other legitimate purpose? Surely a picture of it on a cigar box label is no crime.

Straus & Hamburger, the well-known cigar manufacturers of 107 Madison St., have been succeeded by A. Straus & Co. S. Hamburger retires and Aaron Straus continues the business on the same progressive lines.

The labor question is again being agitated and trouble may be expected at any time, owing to the Cigarmakers' Union wanting to run the city—

but do they really know what they do want?

Garcia & Vega's Havana cigars are now distributed by Steele-Wedeles Co. I. M. Lederer, the representative of G. & V., was here recently and undoubtedly engineered the deal.

Twelve men and boys have been arrested recently on the charge of burglarizing the cigar store of Cohen Bros., 569-71 Wabash Ave., which occurred some weeks ago.

Cincinnati Cullings.

THE retail business here is certainly booming in great shape and it is expected that it will show even a larger increase until after the holidays—at which time a big spurt is looked for. Jobbers are busier than bees and there is necessarily some delay in filling orders promptly.

W. W. Bozman has one of the handsomest holidays displays in town, consisting of pipes, cigar holders, smokers' articles and a great variety of everything that a smoker could possibly want.

Lee Cahn, the popular cigar man, is doing his usual brisk business, which will undoubtedly be largely increased from now on as he has just put in a full line of sizes of John W. Merriam & Co.'s Baron De Kalb Habana Segars (segars, if you please!), and expects to make them his leader for 1900.

John G. Spatz, the large cigar manufacturer of Reading, Pa., spent several days here recently calling on the trade, and it is said left town with a large bunch of orders.

The Junius Brutus cigar of A. Davis, Sons & Co., seem to be meeting with popular favor and this enterprising concern are rushed almost to the limit in order to supply the trade.

Fritz Bros. are making a special strong push on their Marguerite 10c. cigar and are doing considerable advertising, which is proving effective as the order books show a satisfactory increase.

New York Theatres.

"BEN HUR" is playing to most successful business at the Broadway Theatre. The handsome staging of this big hit is unique.

The Castle Square Opera Co., in repertoire of the latest operas, is doing a successful business at the American.

The Manhattan is crowded nightly by a great throng to see Anna Held, Chas. A. Bigelow and a strong cast in the mirthful musical comedy "Papa's Wife."

"Round New York in 80 Minutes" at Koster & Bial's popular resort is still playing to crowded houses.

"The Maneuvers of Jane," a new musical comedy by Henry Arthur Jones, is at Daly's Theatre.

May Irwin in the popular success "Sister Mary," is booked for a long run at the Bijou.

Alice Nielson's Opera Co., in "The Singing Girl," is playing to good houses at the Casino.

Frank Daniels in Victor Herbert's new comic opera "The Ameer" is at Wallack's Theatre.

Mr. and Mrs. Kendal in their great London success "The Elder Miss Blossom," are playing to the capacity of the Knickerbocker.

Wm. Gillette, the popular author-actor, is entertaining thousands in his great hit "Sherlock Holmes."

Annie Russell in "Miss Hobbs" is still playing to satisfactory business at the Lyceum Theatre.

Continuous Vaudeville is seen at Keith's, Proctor's Pleasure Palace and 23rd St. Theatre, Tony Pastor's Dewey and Third Ave.

Stern Father—"So you want to marry my daughter, do you?"

Young man (nervously)—"Yes, sir."

Stern Father—"Thanks. Have a cigar."

When a man is a savage he eats weeds; when he becomes civilized he smokes them.

Miscellaneous Musings.

THE leaf tobacco exhibit of the United States at the Paris Exposition in 1900 will be the finest collection of tobacco ever seen. The display will comprise the raw material only.

What will prove to be one of the largest tobacco warehouses in the country is being erected at Hardinsburg, Ky., by C. L. Beard and Wm. Hensley.

In the recent great fire which almost wiped out a business block in Kansas City, Mo., the cigar store of Chris Doerr, 603 Main St., was damaged to the extent of \$800.

Sumatra tobacco, grown from seed, for use in cigar wrappers, is now being produced in southwest Georgia to a considerable extent.

Jacob Van Vliet has opened a handsome cigar store in the Athenaeum Building, Peckville Centre, N. Y.

The French Anti-Tobacco League, according to a recent copy of a London paper, intends to call upon the Government of France to prevent tobaccoists from selling cigars, cigarettes or snuff to boys under 16 years of age.

James Allison has purchased the cigar store on West 3rd St., Williamsburg, Pa., from H. R. Shooter, which he intends to improve in many ways and make a vigorous bid for the best trade.

Nat Butler, the bicyclist, is now in the cigar business at 481 Mass. Ave., Cambridge, Mass., which store he purchased from R. E. Stewart, & Co. As Nat is a wide-awake young man the prediction of success in his new venture will not come amiss.

The Dock Weight law should be revoked as advocated by the Cigar Leaf Board of Trade of the United States. The law makes no provision for shrinkage of tobacco in bond and is therefore expensive and detrimental to the best interests of the entire trade.

The American Tobacco Co. has secured the large cigar factory of

Kerbs, Wertheim & Shiffer and also the plant of M. Stachelberg & Co., which was lately absorbed by K. W. & S.

Mott & Vose have opened a large cigar manufacturing establishment at 12 Water St., Fredonia, N. Y.

An alleged Cuban who told a very plaintive tale of woe, succeeded in swindling several cigar dealers in Bristol, Conn., recently. It was the old story of smuggled (?) Havana cigars, which proved to be a very poor quality of cheap cigars.

Richard Barry has opened a cigar factory on Centre St., Chicopee Falls, Mass., where he will turn out the better brands only.

It has been ruled by the Internal Revenue Department that Cuban cigars cannot be admitted to the United States free of duty, and the question of Cuba being part of the U. S. will now go before the United States Courts.

The Independent plug factories at Louisville, Ky., are doing nearly double the amount of business of any time in their existence.

Roth, Bruner & Feist, the big cigar manufacturers of Cincinnati, O., are doing a rattling good business and recently shipped one million cigars in one lot.

Alderman John Coughlin is doing good work in his crusade against the Chicago urchins who pick up cigar stubs in the streets and sell them to certain cigar factories where they are made up into cigars again.

The Moffatt Cigar Store at Rockford, Ill., has been thoroughly overhauled and greatly improved and is now one of the finest stores in that section of the country.

Blessley & Glass have opened a new cigar store at 7 N. Market Sq., Harrisburg, Pa., where they carry a full and complete line of cigars, tobacco and smokers' articles.

A Greek sailor giving the name of W. Smith, was recently arrested in San Francisco, Cal., for attempting to smuggle ten boxes of Manila cigars into the country.

Death has again invaded the ranks and claimed Max Hilson, of the Hilson Co., of New York. He was born in Guttenberg, Ia., in 1857 and has lived a most successful and busy life. The trade generally mourns its loss.

A broken window in Saler's Cigar Store, 306 W. Walnut St., Des Moines, Ia., was presumably the work of burglars, and upon investigation it was found that the door-lock had been tampered with. The thieves were evidently scared away by a policeman.

Two men were recently arrested on the Bowery, New York, for attempting to sell two boxes of unstamped cigars, which is a violation of the revenue law. The cigars were probably stolen.

Otto C. Butterweck, a cigar manufacturer of Brookville, Fla., has chosen the portrait of Dr. Frederick Powers, Westport, Conn., as that of a representative American Doctor, and the Doctor's picture will appear shortly on a new brand of cigars to be known as "Doctor Americano."

H. E. Stephens has opened a modern cigar and tobacco store in the Washburn Block, Adams, N. Y.

A neat Japanese box containing 4 Manila cigars was recently received by mail by Geo. W. Taylor, Marinette, Wis., from Capt. L. W. Cooke of the 3rd U. S. Infantry, stationed on the firing line at San Fernando, Luzon, P. I.

He—To be sure, there are some pleasant things about a bachelor's life, but then there are times when one longs to possess a being whom he can care for, and whom he can call his own!

She—Say, if you feel that way, why don't you buy a dog?—*Heitere Well.*

"They say a man who turns pale when he gets mad is the most dangerous."

"I guess that's so. A man who is scared nearly out of his boots will put up an awful fight.—*Indianapolis Journal.*

The Cigar Store Magazine

For 1900



Will be greatly improved and its value enhanced in many ways by the addition of several new and interesting departments, which will increase its efficiency and make it even more essential to the Retailer.

"The Window Dressing and Store Advertising Department" has been an especially attractive feature of the Magazine in the past, and in the future will be broadened and improved and will contain many original and up-to-date ideas and suggestions; also descriptions of the brightest plans and methods employed by the largest and most successful Retailers in the trade. The Department will also be profusely illustrated with handsome half-tone pictures of tasty and effective Window Displays and reproductions of modern cigar stores in all parts of the country.

The Magazine will be strictly high-grade in all details and a superior example of the printer's art — being printed on a fine quality of paper, handsomely illustrated throughout and neatly bound. Many pages of matter will also be added through the year, while the present size will be retained.

The same high standard will be maintained and future issues of the Magazine will contain Timely Articles, Trade Talks, Suggestions, Correspondence, Price Lists, Shipments of Havana Tobacco, Trade Items and Gossip, Short Stories, Humorous Articles, etc., in addition to the regular departments, all condensed and specially adapted to the needs of "The Man Behind the Counter," and therefore will be practically

Indispensable to the Successful Retailer

Our special introductory offer of 1000 *best* Gummed Stickers, of any name, with a year's subscription at \$1. is one of the most liberal offers ever made by a reputable publication and will be continued for the present, but may be withdrawn at any time.

THE CIGAR STORE MAGAZINE is the only publication issued solely in the interests of the Retailer, and is for the Retailer first, last and all the time, and we therefore ask for the earnest support and co-operation of all intelligent Retailers who have their own best interests at heart.

ANY SUGGESTIONS for the improvement of the Magazine, with the view of making it more valuable and necessary to the Retailer, will be carefully considered.

Please send \$1.00 for a year's subscription, and receive 1000 Gummed Stickers FREE. The Magazine will keep you posted and the Stickers will advertise you and increase your business.

TELEPHONE:
3707 CORTLANDT.

THE CIGAR STORE MAGAZINE,

50 Times Building, New York.

Please mention THE CIGAR STORE MAGAZINE.

Wanted... A Hustler

We want a hustling representative of **THE CIGAR STORE MAGAZINE** in your city, and have a magnificent proposition for you that will increase your regular income largely.

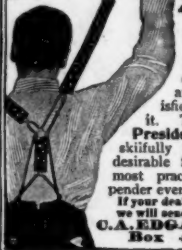
It is easy work and profitable employment, and will take but little of your spare time. If you are in the trade it will prove an especially attractive sideline for you; while if you cannot take it up, please show this to some bright young man and have him write us at once for particulars and liberal terms.

**THE CIGAR STORE
MAGAZINE . . .**

30 Times Building,
NEW YORK

Telephone:
8707 Cortlandt.

PRESIDENT SUSPENDER



Made upon the right principle for comfort, style and service. No leather to stain the clothing; adjusts front and back; fits and satisfies every one who wears it. The inventor of the President Suspender has skillfully combined in it every desirable feature, making it the most practical and stylish suspender ever offered.

If your dealer does not have them we will send you a pair for 50 cts.
C.A. EDGARTON MFG. CO.
 Box 4, Shirley, Mass.

BARGAINS IN TYPEWRITERS.



Business men can save much valuable time by using a Typewriter. You will not be without one after once using. We furnish Remingtons, Smiths, Hammonds and all standard machines at from \$35 to \$40, with full guarantee. New machines at reduced prices. Will send machine subject to trial. Standard machines rented at \$3 monthly.

We also exchange and buy for cash, Desks, Cabinets and Supplies at reduced prices. Send postal for illustrated list of all standard machines.

Consolidated Typewriter Exchange,

241 Broadway, New York City.

Telephone, 5389 Cortlandt.

Presidents As Smokers.

PRESIDENT McKinley has become an inveterate cigar-smoker. He smokes the finest Vuelta Abajo leaf and his cigars are made to order. This is the favorite tobacco of the Prince of Wales, who pays a manufacturer of Havana \$1.50 per cigar for the brand.

The President is liberal in his distribution of his cigars. He gives them to his friends and smokes them himself. His physician has decided that as a result of his indulging in cigar smoking his nervous system is becoming affected. The President begins his day's work by smoking a cigar, and it is one of the last acts before finishing his work at night. The cigars which friends are sending him are made of the finest leaf grown in the province of Pinar del Rio, long celebrated for excellence of flavor.

Mr. McKinley averages from seven to ten cigars a day. This would not be excessive smoking were the cigars small in size, but the President's friends send him 5½ inch perfectos.

The President is a judge of a good cigar. Mr. Bulle, who went to Porto Rico with the army, brought home some cigars which he presented to the President. Gen. Francis V. Greene, when he returned from Manila, also brought some high-grade cigars from the Philippines.

Presents of cigars have long been one of the perquisites of the Presidential office. During the Grant Administration they were in constant demand. During President Cleveland's first term he seldom smoked cigars. His friends sent him many boxes, which were stored in the attic of the White House.

Several boxes of unusually fine brands were reserved by President Harrison, and many guests at the Executive Mansion during his Administration smoked cigars which had been presented to President Cleveland.

President Harrison was seldom without a cigar, and during his walks with the famous "Baby" McKee was invariably smoking. He liked a good cigar, and usually smoked brands



Increase Your Profits

Mr. Dealer, you can increase your profits by selling the **BANQUET HALL LITTLE CIGAR**.

We are absolutely sure about that. Lots of dealers are doing it now, and right now is the time for you to commence.

We are advertising it extensively, and distributing large numbers of sample boxes by mail.

It is an excellent little cigar with a Havana filler.

It sells on its high merits.

It sells because of its popular price—ten for ten cents.

It sells because of the neat, convenient way in which it is packed.

The handsome tin boxes each hold ten cigars. They are about three and one half inches square, and less than three-eighths of an inch thick—just right to carry in the pocket.

Put a stack of these attractive boxes on your show-case and lots of your regular customers will buy them in addition to the cigars they buy regularly. And they will smoke more because these are just the “in between times” short smokes that they are now getting along without.

There is a good, liberal profit on **BANQUET HALLS**.

Write to us about them.

M. Foster & Co., Makers.


1959-1063, Third Avenue,

New York City.

CHARLES AUSTIN HATHORN

You Send the Money, We Do the Rest

**Just what You want
FOR 1900.**

 **\$2.75** for 500 letterheads, 500 envelopes, 500 billheads or 500 cards, printed, cash with order, with free delivery to your office.

\$4.25 for 1,000 letterheads, 1,000 envelopes, 1,000 billheads, or 1,000 cards, cash with order, this is express paid to your place.

\$6.00 for 1,000 bound letterheads, 1,000 envelopes, 1,000 billheads, and 1,000 statements, or cards if preferred, cash with order, with express paid to your door. Up-to-date.

YOU SEND the MONEY, WE DO the REST.

First class goods, neatly printed; will make up any combination wanted. Write **Parker Co. 2799, Boston, Mass.**

SEND FOR
1900 CALENDAR

You Send the Money, We Do the Rest



which cost him about 33 $\frac{1}{3}$ cents each.

President McKinley stopped smoking for a short time during the campaign, but resumed immediately after the election. He believes smoking alleviates the intense pain he suffers from neuralgia, but it would seem that he must enjoy smoking to burn up some 3,000 cigars a year.

A Tobacco Chewing Horse.

"WHEN I was a boy and went to Sunday school," remarked an old horseman, "they told me that man was the only animal so low down as to chew tobacco, and along with all the other things they told me, I swallowed it—the story, I mean.

"Well, I never had any occasion to doubt the yarn till I owned old Brutus. The man I bought him of said the hoss didn't have a vice, but he was the biggest kind of a tobacco chewer you ever saw.

"Shortly after I got the animal I saw that something ailed him. I thought he wasn't feelin' just right and for a week or more I doctored him for every thing I could think of, but he got more restless and nervous than ever. He seemed to be continually lookin' and hankerin' after somethin' and he'd whinner in a pathetic kind of way that would break your heart.

"I'd about made up my mind that he was a mighty sick hoss and that I'd better get rid of him. When I accidentally stumbled on to what ailed him. I was fixin' a harness one mornin' in the yard, and the hoss was at the waterin' trough nearby when I happened to put a piece of tobacco on the grindstone.

"That hoss was watchin' me, and the minute he spied that plug he made for it. Did he chew it? He did. And another plug along with it, because I thought it was cute in him, and I wanted to see how much he'd take.

"Well, sir, that was all that had ailed the hoss. He'd been taught to

PARK & TILFORD,
Importers of the Best Havana Cigars,

917 & 919 Broadway, New York.

1412-16 Broadway, 789-791 5th Av., 118-122 6th Av., 248-54 Columbus Av.

Leading Domestic
Clear Havana brand

MI FAVORITA

Manufactured at
Key West, Fla.

SEND FOR PRICE LISTS.

"It's all in the Lens"

Our Lenses are Famous.



**Use the
KORONA CAMERAS**

We invite the attention of photographers to these Cameras; to the unequalled character of the lenses used, to the nicety of manufacture, and to the moderate prices. In these particulars they are unique.

These Cameras are made in all sizes and styles, and all equipped with our famous lenses.

Send for a Catalogue.
Gundlach Optical Co.
Rochester, N. Y.

FACTS!

1 Were this your advertisement, not only would it be read by cigarmen throughout the country, but also by their many customers, and you would therefore reach the **consumer** as well as the **retailer**.

2 Through no other channel can you invest a like amount to better advantage.

*An Exclusive and Profitable
Field,
Choice and Thorough Service,
Low Rates and Results.*

3

Further Fascinating Facts

... Freely Furnished

**The Cigar Store
Magazine...**

Telephone:
8707 Cortlandt.

50 Times Building
New York

COLUMBIA DOME
FIVE-CENT CIGARS.

Highest Grade ever produced. Absolutely guaranteed LONG. PURE, IMPORTED HAVANA FILLERS. HAND-MADE (Concha Especial size),

\$35 per Thousand.

Mail orders solicited. Any infringement upon our Columbia Dome brand will be vigorously prosecuted.

Friedman Columbia Dome Cigar Co., St. Louis.

Please mention THE CIGAR STORE MAGAZINE.

ADVERTISE Your Business

WITH LITTLE

**FOLDERS,
MAILING CARDS,
CIRCULARS, Etc.**

We make a specialty of writing, designing and printing these for Cigar Dealers at very low figures. Write us for samples and prices.

American Publishing Co.

Perth Amboy, N. J.



**The Improved
BOSTON
GARTER**

is an Essential of the
Well-Dressed Man.

**ALWAYS EASY
EVERY PAIR WARRANTED**

THE *Vitrol Grip* CUSHION
BUTTON
CLASP

Lies flat to the leg—
never slips, tears nor unfastens.

THE NAME "BOSTON GARTER"
is stamped on every loop.

Sold Everywhere

Sample Pair, Silk 50c, Cotton 25c.
Mailed on receipt of price.

**GEO. FROST CO. Makers
Boston, Mass.**

chew by some unprincipled cuss and the habit had got as strong a grip on the poor old beast as ever it did on an old salt. He was all right with two or three good stiff chews in the mornin' and one or two durin' the day, but if he didn't have 'em he'd git nervous and mope 'round and be good for nothin' gen'rally.

"But the habit grew on him worse and worse. When I first got him a 10 cent piece of black jack it would last him a day, but inside of six months this wouldn't more than fill one of his holler teeth, and at the end of a year it took all we could both earn to keep him agoin'. I tried my best to reform him, and sometimes I'd make him go without it for a day, but didn't have the heart to keep it up. Every time he'd see me take a chew the old critter's mouth would water and I'd have to whack up with him.

"When I'd owned him a year or two, I found out that he'd like to bankrupt the man who sold him to me; but for all his faults I loved him still, and I kept him till he died. What did he die of? 'Tobacco heart, the veter'nary said. Chewin' is a dangerous habit for a hoss."

"Harold will smoke no more cigarettes."

"Dead?"

"No. He has just been given an allowance by his rich aunt and can now afford to buy cigars."

You need the CIGAR STORE MAGAZINE—we want your dollar, and to secure it will give you 1000 Stickers FREE.

Maud—I don't like men, but I smoke cigarettes to make it seem there's a man around.

Clara—I haven't your imagination, dear. I always have a man around instead.—Leaf.

Willie was a little boy.

Who enjoyed a quiet smoke,
Papa caught him at it,
And the ending was no joke.

Please mention THE CIGAR STORE MAGAZINE.

H. H. MAYER

Manufacturer of all Grades of

EPHRATA, PA.

UNION-MADE CIGARS

CORRESPONDENCE SOLICITED

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ON ALL SUBJECTS

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Waterman's Ideal

**The Fountain of
Pen**

satisfaction.



A pocket pen and ink bottle combined, always ready for immediate use.

To many is merely a CONVENIENCE, some find it an absolute necessity, and to all it is a pleasure to have a perfect pen. A pen which is not suited to user's needs may be exchanged. They are made in a large variety of styles, sizes, and at prices to meet every requirement. For sale by all first-class dealers.

L. E. WATERMAN CO.

155 & 157 Broadway, New York, N. Y.

B. F. NEWSWANGER

MANUFACTURER OF

**"Judge for Yourself"
"St. Elmo"**

FINE CIGARS

OTHER BRANDS MADE TO ORDER

SAMPLE ORDER SOLICITED

No. 338 W. Lemon Street,

LANCASTER, PA.

Please mention THE CIGAR STORE MAGAZINE.

JUL 17 1900

THE CIGAR STORE MAGAZINE

**Make Yourself...
A Christmas Present**

of a Year's Subscription to

**The Cigar Store
Magazine...**

It's \$1.00 only

And you'll get 1,000 First Quality
Gummed Labels of your name, etc.,
FREE.

The combination will please you im-
mensely for a whole year.

Now's a good time
to send the \$1.00

The Cigar Store Magazine


50 TIMES BUILDING,

Telephone,
3707 Cortlandt.

New York.

Please mention THE CIGAR STORE MAGAZINE

. Principe Alfonso .

ALL 
HAVANA

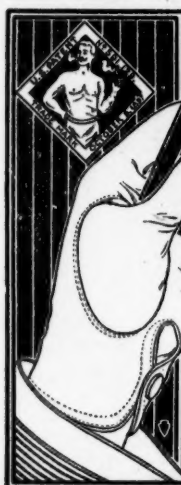


25 CENTS
PER BUNDLE

.. THEY SELL FREELY TO BEST CLASS OF TRADE ..

S. OTTENBERG & CO., Makers,
New York and Tampa

HEALTH CIGARS



NICOTINE Made Harmless

Without Affecting the Fine
Flavor of the Tobacco.....

By a wonderful process discovered after years
of experiments by Dr. Gerold of Halle University,
Germany, the greatest living authority on
Nicotine Poisoning and Tobacco Heart

HEALTH CIGARS

May Be Smoked Freely as they do not Affect the Most Sensitive System
Used Exclusively by the Czar of Russia and His Court,
under advice of the Imperial Physician

RECOMMENDED BY PHYSICIANS

For Sale by Druggists and Dealers Generally

HEALTH TOBACCO CO., Fifth Ave., cor. 43d St.,
Seymour Bldg., N.Y.

No order too large for our capacity—None too small for our attention. * * * *

BUY DIRECT FROM THE MAKERS.



John W. Merriam & Co.

**Pure Habana
Segar Makers,**

**135 & 137 Maiden Lane,
New York.**

YOUR NAME ON
1000 CUMMED FREE
LABELS

with a year's subscription to

The Cigar Store Magazine

AT ONLY ONE DOLLAR

Kindly read this issue of the MAGAZINE and see if it isn't just exactly what you always wanted and needed.

The Cigar Store Magazine...

is especially adapted to the needs of "The Man Behind the Counter" and will always contain plenty of the kind of reading matter you need in your business.

Louis Smies, Cripple Creek, Colo., says:

"It's the best investment I ever made."

Ed. Kolman, Chicago, says:

"Your Magazine should be in every Retailer's hands in the U. S."

Hundreds of Other Similar Opinions

NOW is a good time to send us one of your business cards and \$1.00, which will keep you up-to-date for a year and increase your trade.

THE CIGAR STORE MAGAZINE

50 Times Building,

Telephone 3707 Cortlandt. NEW YORK.

Finest Clear Havana Cigar Made

Made
in
42
Sizes



Prices
from
\$50
to
\$180

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Telephone, 1298 Spring.

640 Broadway, New York

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L. H.

188

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OF THE
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